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# INFORMATION FOR THE PRESS

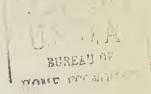


# U.S. DEPARTMENT OF AGRICULTURE Office of Information Press Service



WASHINGTON, D. C.

RELEASE FOR PUBLICATION OCTOBER 3, 1934 (WEDNESDAY)



#### THE MARKET BASKET

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Bureau of Home Economics, U. S. Department of Agriculture

### FAMILY FOOD GUIDE TO LOW COST BALANCED DIET

Every meal -- Milk for children, bread for all

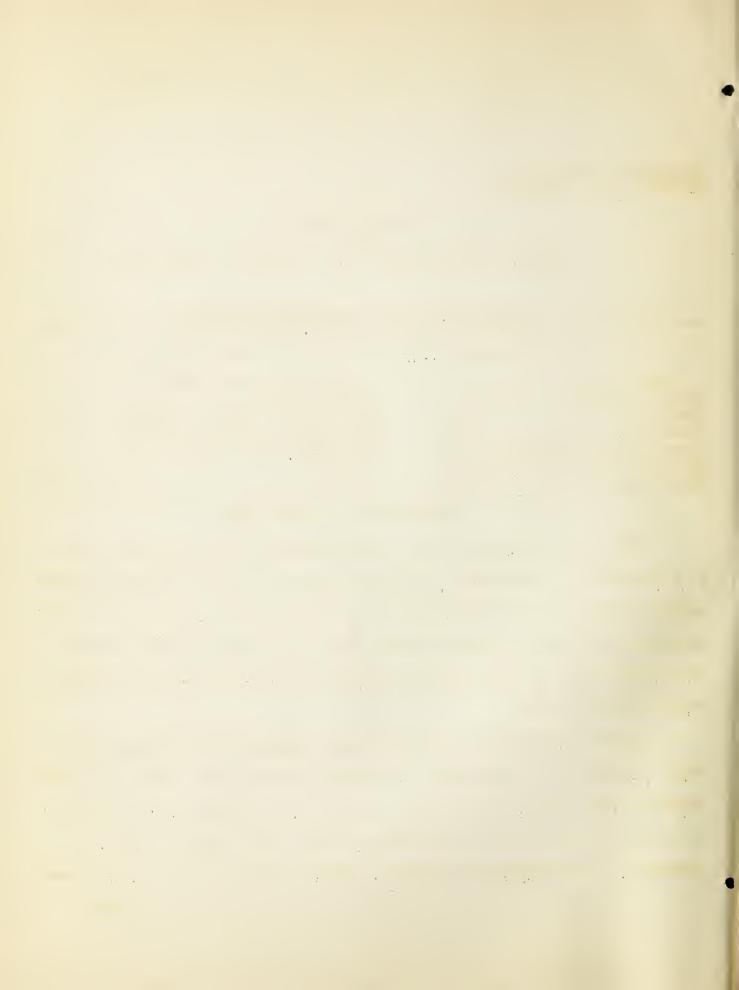
Every day -Cereal in porridge or pudding
Potatoes
Tomatoes (or oranges) for children
A green or yellow vegetable
A fruit or additional vegetable
Milk for all

Two to four times a week —
Tomatoes for all
Dried beans and peas or peanuts
Eggs (especially for children)
Lean meat, fish, or poultry, or
cheese

#### THE BEST BUY IN PROTEIN FOODS

When you must economize on food, says the Bureau of Home Economics of the U.S. Department of Agriculture, the only safe way is to choose first for nutritive value and then buy the nutritive values at as small a price as possible. You can't go wrong if you follow that rule, because it happens, fortunately, that some of the cheapest foods are just as nutritious, often more so, than the most expensive foods in the same class.

But keep the emphasis on that word class. Milk and milk products are one class; vegetables and fruits another; bread and cereals another. Meats, fish, and eggs are in one class; fats and sugars in another. The thing you can't afford to do is to try to live on one or two classes of food -- just bread and meat, for instance; or just vegetables and sweets; or just corn bread, fat meat, and molasses.



For such a diet you are bound to pay a high price sooner or later because it lacks certain food substances which your body requires. Better buy something from each class of foods, say the nutritionists, even if you have to buy less of each food, for to promote good health variety is as necessary as quantity.

But within each class of foods you find some costing more than others, and there you can economize by choosing the cheapest. Take the meat class for example, or better say the protein class.

The choices here are very numerous, and the prices run from very low to very high. There are all the different cuts of beef, veal, lamb, and pork. There is liver of these same kinds. There is fish and also poultry, and sometimes game. There are eggs and there is cheese. These different foods are listed in the meat group because they serve the same general purpose in the diet. They are all rich sources of protein, which is one of the substances we depend upon for body building and energy. They have other food values besides, but we are considering them for their protein now.

The most nutritious of all meats is liver, and this is true whether you buy pig liver, which is usually cheapest, lamb liver, beef liver, or the calf-liver which is considered such a delicacy. And because there is so little waste to liver, the price actually compares favorably with other kinds of meat. Remembering that liver is the very best source of iron we have, and a source of the important vitamins A, B, D, and G besides, you can depend upon liver as a bargain always, if you know how to cook the cheaper kinds and serve them in appetizing ways. Of such ways there are plenty.

Stew beef or lamb are just as good for nutritive value as are the choice steaks, chops, or roasts. And the cheaper pieces of pork compare in the same way with the choice hams and loin roasts or chops. Of poultry, again, you can choose by the price, depending upon skill in the kitchen to make a dish the family will enjoy.

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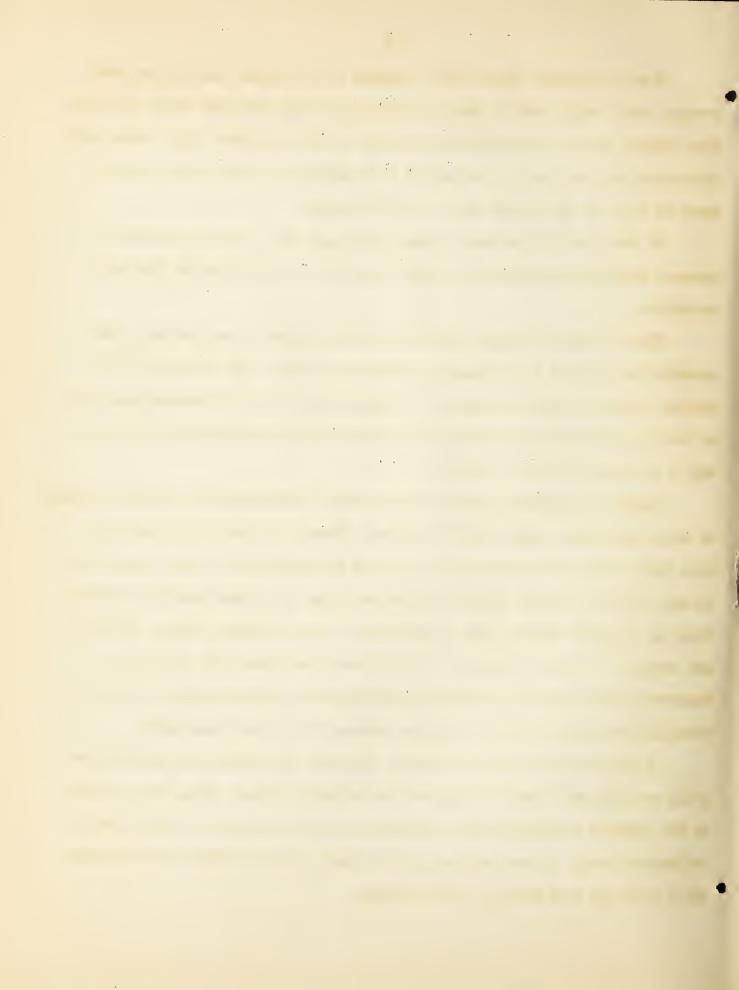
Fish of different kinds differ somewhat in food value, but all are good protein foods, fully equal to meat or poultry, and some fish have other important food values. Some of the common market kinds of fish have very little waste, and often cost less than meat. Most canned fish, especially canned salmon, has no waste at all, and is exceptional in its food values.

So there are the choices of flesh, fish, and fowl. If you choose the cheapest you will fare as well in protein value as if you had bought the most expensive.

When it comes to eggs, we get all the food values of meat and more, but nowadays the price is up, as usual at this time of year. The children in the family, however, should have egg two or three times a week, and because eggs are so rich in protein, an egg dish for the whole family now and then may be a good buy in the place of meat or fish.

Cheese is composed largely of milk protein, with many other nutritive values of milk, especially a great deal of calcium. Cheese is often a good buy for a main dish, because you can use less of it and get good protein values cheaper than in any other way perhaps, unless in liver and eggs. The common American cheese, which is a cheddar cheese, made of whole milk, is our cheapest cheese. Macaroni and cheese, or rice and cheese, or any of these bland foods with cheese and tomatoes, make a very cheap and nutritious main dish, and you would not want — certainly you would not need — another protein dish at that same meal.

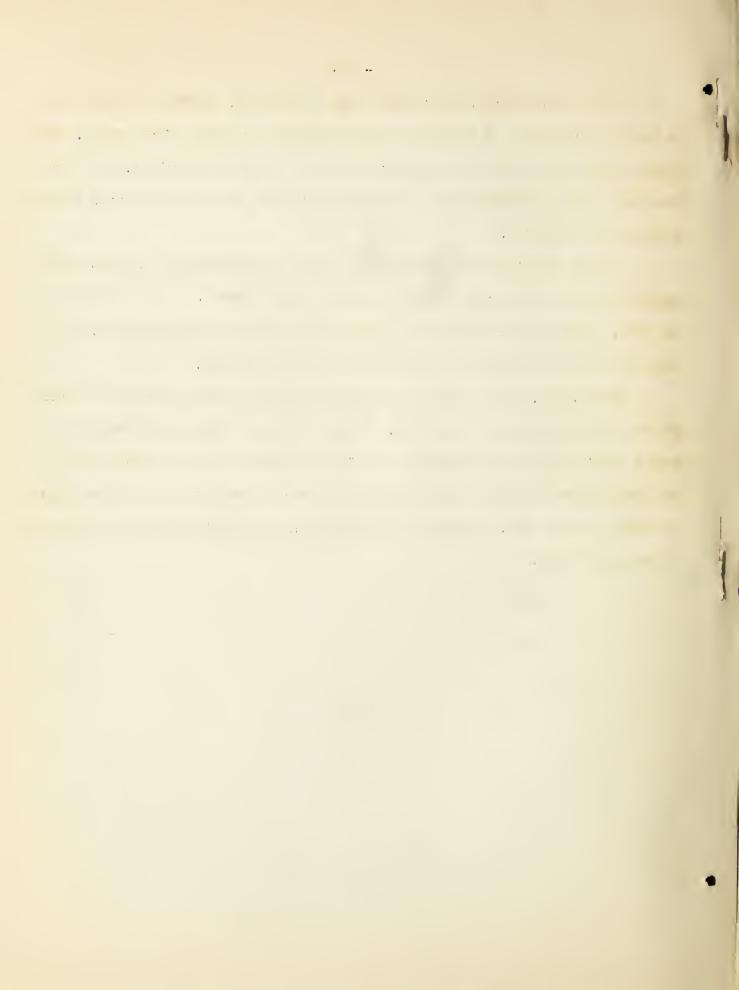
And now we come back to the cook. On meats, especially, she must use her skill and make them tender if they are not naturally tender. Long, slow cooking in the presence of moisture will do this -- as for a pot roast, or swiss steak, or braised liver. Or the cook can grind or chop or cut the meat in small pieces for a stew, for meat balls, or for creaming.



As to fish, there are many cheap ways to serve it, because the flavor can so easily be extended. A pound will make a chowder for four or five people. Fish balls, made of flaked fish and potatoes; creamed fish with vegetables, or a fish pie, made like a shepherd's pie, with mashed potatoes, are other good ways to make a cheap meal with fish.

A cheap egg dish, even when eggs are high, is egg Milanese -- hard-cooked eggs sliced and spread over a bed of spaghetti and tomatoes -- a whole meal in one dish. A few eggs would go far on such a dish, or on a dish of greens, for eggs are so rich in protein, besides their other food values.

Cheese, too, can be used in comparatively small quantities and yet provide all the protein you need for the day. Cream it in white sauce, for example; make a rabbit of it with tomatoes; or an English monkey, which is cheese, milk and breadcrumbs; or cook it with macaroni or rice; or grate it on a toasted slice of bread in onion soup. In any of these ways you get enough protein for your meal in very cheap form.



# INFORMATION FOR THE PRESS



# U.S. DEPARTMENT OF AGRICULTURE Office of Information Press Service



WASHINGTON, D. C.

RELEASE FOR PUBLICATION OCTOBER 10, 1934 (WEDNESDAY)

### THE MARKET BASKET

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Bureau of Home Economics, U. S. Department of Agriculture.

## FAMILY FOOD GUIDE TO LOW COST BALANCED DIET

Every meal -- Milk for children, bread for all

Every day -Cereal in porridge or pudding
Potatoes
Tomatoes (or oranges) for children
A green or yellow vegetable
A fruit or additional vegetable
Milk for all

Two to four times a week -Tomatoes for all
Dried beans and peas or peanuts
Eggs (especially for children)
Lean meat, fish, or poultry, or
cheese

#### DO YOU GET ENOUGH IRON?

Only a scientist can think about food in quantities as small as a milligram.

The rest of us stop short somewhere in fractions of an ounce, at best. But the books tell us our meals should be planned to provide at least 15 milligrams of iron for each of us in our food every day. Fifteen milligrams translates into one two-thousandth of an ounce.

That ought to be easy, you say. Surely there would be that much iron in almost any sort of a meal.

But it is not so simple as all that, says the Bureau of Home Economics of the U. S. Department of Agriculture. Iron is found in most foods -- that is true. But in some of them you get only fractions of a milligram of iron to the ordinary

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serving of the food. You really can not get your quota of iron from any one food in the quantity you would normally eat of that food at a meal. Of baked beans, which are one of the cheapest foods, as well as one of the richest sources of iron, you would have to eat more than a pound to give you your day's quota of iron. Of cooked spinach, you would have to eat  $2\frac{1}{3}$  cups. Of egg yolks it would take a dozen or more. Of lean beef, more than a pound.

So there is another problem for the housekeeper. How is she to make sure the meals she plans are furnishing enough iron for the family? That is important, for iron is a blood builder, and a certain amount of it is absolutely essential to good health. The only practical way to be sure of enough iron day by day is to have enough different kinds of food to yield a little iron here and a little there, until you have enough all told.

That, however, is one way of saying that it is not hard to get enough iron if you have an all-round good diet in other respects. So the iron problem, like the general food problem, is a question if providing the necessary variety of foods within your limits of cost.

Meats, eggs, some vegetables, some fruits, some cereals and some sweets are the good sources of iron -- enough different kinds of food to give us a very good choice. But some meats are better than others. The very best of all food sources of iron are the liver, kidneys, brain and heart of meat animals. The lean muscle of beef, veal, lamb, pork and the dark meat of poultry are very good, also. So are egg yolks. So are oysters and shrimps. Not even those iron-rich foods, however, will furnish, in the usual serving, the full iron quota for the day. You must pick up some more here and there, in several other kinds of food.

That brings you first to greens -- particularly turnip and beet tops, chard, dandelion and mustard greens, watercress and spinach, also kale. In fact, any thin green leaf is a rich source of iron.



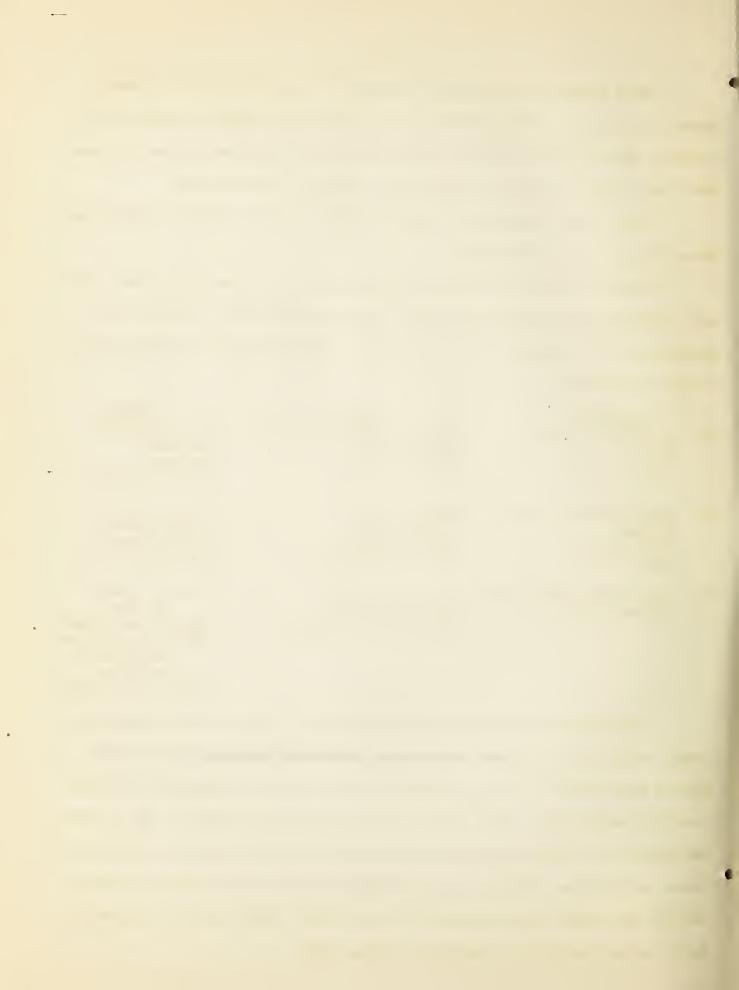
Whole grain flours and cereals furnish iron, particularly whole wheat, barley, rye and oats. But white flour, and other refined cereals contain barely a trace. Beans and peas, fresh or dried, are rich in iron, and the best of these are limas, lentils, common or kidney beans, cowpeas, or common peas.

Dried fruits furnish iron -- particularly apricots, peaches, currants, and dates, figs, prunes and raisins.

Suppose, then, we plan some iron-rich meals, to see how they compare with our customary meals, both for iron and for general satisfaction. Here are suggestions for three separate days -- any days -- using only low-cost foods and not counting beverages.

(1)	Breakfast Oatmeal with raisins, Top milk Toast	<u>Dinner</u> Braised liver with tomatoes Baked potatoes Graham muffins	Supper Split pea soup Crackers Applesauce Molasses cookies
(2)	Cracked wheat porridge Top milk Fried apples Toast	Baked beans Turnip greens Stewed prunes Whole wheat bread	Fried tomatoes Cottage cheese Hot biscuits Blackberry jelly
(3)	Whole wheat griddle cakes Sorghum sirup	Pot roast of beef Buttered cabbage Grape tapioca pudding	Potatoes boiled in skins Gravy (from dinner) Sliced tomatoes or cucumbers of cold slaw Whole wheat biscuit

In planning those meals, we have picked out, from our list of iron-rich foods, combinations that make those sample day's menus unusually rich in iron. But the meals turn out to be all-round good meals, from the standpoint of nutritive value and balance. Adding the recommended quantity of milk per day (a quart per day for each child and a pint for cach adult), and with generous quantities of breads and cereals, those meals would furnish proteins and minerals and vitamins and also the energy values required for good health. They would be cheap meals, too '-- as you can prove to yourself by trying them.



You notice, however, that they include a good deal of whole wheat bread, whole wheat cereal and oatmeal, as well as plenty of white bread. This would not be important if you had plenty of green vegetables and plenty of meats day in and day out, but where you have to plan for rock-bottom cost, every bit of food value is important. The breadstuffs and cereals are energy foods, and because they must be plentiful in low-cost meals, the thrifty thing to do is to make them count for all they are worth in other ways, too. Since the whole grains are good sources of iron, one of the cheapest ways to build up the iron content of your meals is to use plenty of whole grain cereals, dark flours, and dark breads.

And then keep in mind, when you want sweets, that dates and figs and raisins are rich in iron.



### INFORMATION FOR THE PRESS



# U.S. DEPARTMENT OF AGRICULTURE Office of Information Press Service



WASHINGTON, D. C.

RELEASE FOR PUBLICATION OCTOBER 17, 1934 (WEDNESDAY)

### THE MARKET BASKET

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Bureau of Home Economics, U. S. Department of Agriculture

# FAMILY FOOD GUIDE TO LOW-COST BALANCED DIET

Every meal -- Milk for children, bread for all

Every day -Cereal in porridge or pudding
Potatoes
Tomatoes (or oranges) for children
A green or yellow vegetable
A fruit or additional vegetable
Milk for all

Two to four times a week -Tomatoes for all
Dried beans and peas or peanuts
Eggs (especially for children)
Lean meat, fish, or poultry, or
cheese

# CONCERNING CALORIES AND CEREALS

If you are trying to plan meals by the best rules of diet, and at the same time be most thrifty about it, you want to know how much food the family really needs -- which may be more or may be less than some members of the family actually want. So you turn, perhaps, to the books, where you find that a moderate-ly active man, for example, needs food enough to furnish about 3,000 calories a day.

Now a calorie is a unit of measure which is not very easy to define. It measures fuel for a kind of engine—in this case the human body. That body needs fuel to furnish the energy necessary for keeping alive, for digesting food, and for doing the day's work. The more work we do, the more energy and consequently the more food do we need. So the scientist, finding that a man uses up each day a certain amount of energy if he lives a moderately active life, and more if he is very active, measures the fuel required to produce that energy, and tells us it takes about 3,000 calories in one case, and more, up to about 4,000 calories,



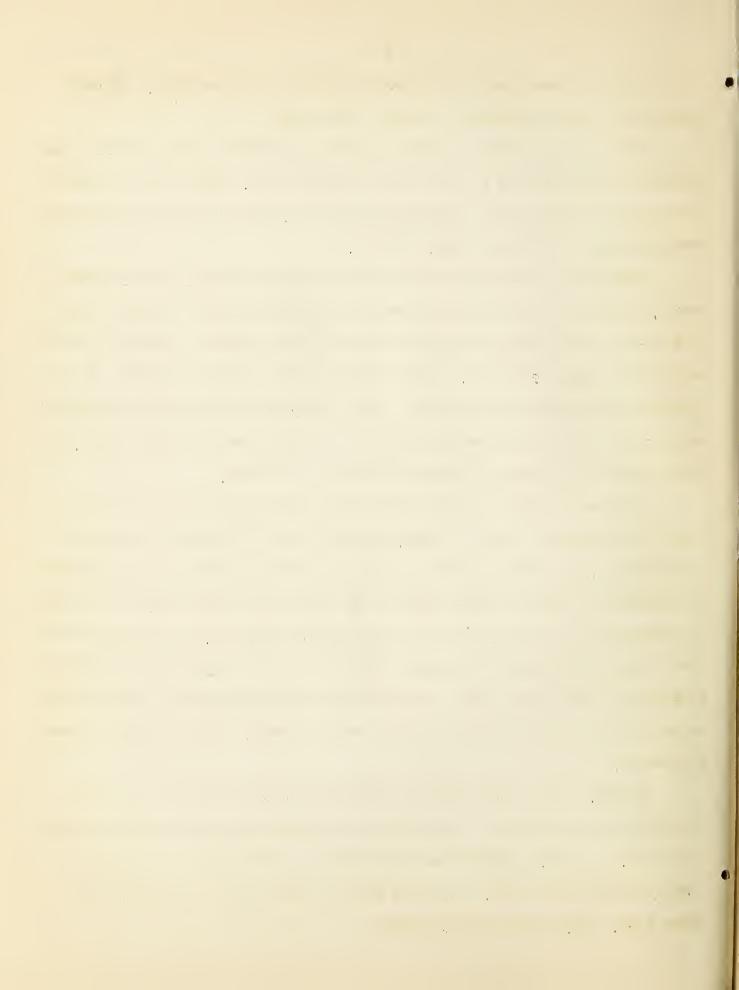
in the other. A woman needs less fuel--about 2,500 to 3,000 calories. Children need varying amounts, according to their sex and age.

All foods have some fuel value, but some have much more than others--so much more that they are classed as fuel foods, or energy foods. Their value in calories is high because they contain unusual amounts of the best fuel substances, which are carbohydrates, or starch and sugar, and fats.

Breadstuffs and cereals—that is, wheat, flour, corn meal, hominy, oatmeal, barley, rice and the rest of the grains—are our most important fuel foods. Their fuel value is high chiefly because they contain so much starch. They are plentiful, and they are cheap. Therefore, says the Bureau of Home Economics of the U. S. Department of Agriculture, when we have to make a very little money go a long way, we can do it by using enough bread and cereals to supply rather more than a third, for even as much as 40 percent of our total calories for the day.

More than a third, or even as much as 40 percent. And why not more than that? If high-calorie foods are cheap, why not use more of them, or even get all your calories from a few foods that would furnish the most calories for the money? As a matter of fact, such a diet might be the cheapest you could find, but it would be a very bad one. Fuel foods are not the only kinds you need. You must have the kinds that furnish plenty of material to build bone and blood and muscle, and keep your body in good running order. To get enough of those substances, you need milk, vegetables and fruits, and meat or fish or eggs or cheese, besides plenty of bread and cereals.

In fact, these body-building and health-protective foods are so important the Bureau of Home Economics suggests that you provide them first and then add your fuel foods. In milk, vegetables and fruits, and in lean meat or fish or eggs or cheese, you get fuel values, too, along with the other values for which you need these foods. So you might plan this way:



Count in first all the milk and vegetables and fruit for the day—a quart of milk per child, a pint for each adult, to be used either as a drink or in soup or gravy or sauce or custard or some other way. Then count for everybody in the family at least one medium—size potato, a good serving of greens or salad vegetables and fruit, also some meat or fish or eggs or cheese, as you may be able to afford. In cooking you will have used some fat, and you will get some fat in the meat. In all those foods you should be able to provide nearly two thirds of your calories.

Then count in bread for the day, cereal for breakfast, rice or macaroni or noodles or dumplings for at least one other meal, and perhaps pie or cake or cookies, too. There you have the other third or more of your calories.

The calories count up fast in bread and cereals. You get, for instance, about 100 calories in two thin slices of the ordinary loaf of bakers' bread, and during the day you probably eat several times that. You get 100 calories in a  $4\frac{1}{2}$  inch griddle cake, in a muffin, or an average biscuit. In three-fourths of a cup of cooked oatmeal, or of cooked macaroni, or cooked rice, you get 100 calories.

But now we meet another problem -- a very practical problem for the cook.

With such a large proportion of bland, starchy foods, how can you make the meals interesting?

Toast and breakfast cereal, hot biscuits, muffins, griddle cakes, corn pone, coffee bread, cakes, and cookies will doubtless be on your bill of fare during the week. Rice, hominy, hominy grits, dumplings, macaroni, and noodles will come in place, and you can vary those surprisingly. The East Indian, for example, seasons his rice with curry powder, and we copy him in our curry of rice. The Turks and other peoples of the Near East have their pilaf, which is rice or ground wheat boiled in mutton broth, and served of tentimes with meat or vegetables or both. The Italians add cheese to their rice, as well as to their macaroni, the Spaniards and Mexicans add tomatoes and peppers, to make several interesting dishes.

As for corn products, you can provide a change from the everyday fare by making tamale pie as the Mexicans do—a filling of chopped meat, onions, tomatoes and peppers, and topped with corn meal mush. Or, for dessert, you can make a date pudding with hominy grits, or use other fruit with the grits if you prefer.

Of oatmeal, if you are Scotch, you will have your "bannocks" maybe--thick cakes of coarse oatmeal. The Bureau of Home Economics offers an oatmeal recipe for a meat loaf which you may like to try.

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Whole wheat chowder, and several other whole wheat dishes may well be on your list if you have a wheat crop, or if you can visit a feed store somewhere and get a peck or so of clean whole wheat.

#### RECIPES

# Oatmeal and Meat Loaf

l cup rolled oats
cups water
l½ pounds ground beef
pound ground pork

2 to 3 tablespoons chopped onion  $2\frac{1}{2}$  teaspoons salt  $\frac{1}{2}$  teaspoon celery seed 1/8 teaspoon pepper

Cook the rolled oats in the usual way in the 2 cups of water. Mix all the ingredients. Form into a loaf on a piece of heavy paper on a rack in an open roasting pan. Bake about 10 minutes in a hot oven (about 400 degrees F.), reduce the temperature to moderate (350 degrees F.), and continue to cook for  $l\frac{1}{2}$  hours. Serve hot or cold.

### Whole Wheat, Fish, and Tomato

1/2 pound canned fish
1 quart canned tomatoes
1/2 cup chopped celery

1 teaspoon salt
1/8 teaspoon pepper
2 cups cooked whole wheat

Drain the fish, reserve the liquid and flake the fish into small pieces.

Cook tomatoes, celery and fish liquid until the mixture is fairly thick. Add the seasoning, wheat, and fish, cook a few minutes longer, stir to blend well.

# Hominy Date Pudding

5 cups milk 1 cup hominy grits 1 teaspoon salt l cup dates, seeded and chopped
1/4 .cup sugar
l teaspoon vanilla.

Add the salt and hominy grits to the milk and cook in a double boiler at least 1 hour. Add the dates, sugar, and vanilla, and mix well. Serve with milk or custard.

## INFORMATION FOR THE PRESS



# U.S. DEPARTMENT OF AGRICULTURE Office of Information Press Service



WASHINGTON, D. C.

RELEASE FOR PUBLICATION OCTOBER 31, 1934 (WEDNESDAY)

#### THE MARKET BASKET

by

Bureau of Home Economics, U. S. Department of Agriculture

### FAMILY FOOD GUIDE TO LOW-COST BALANCED DIET

Every meal -- Milk for children, bread for all

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cheese

#### USING APPLES AT THEIR BEST

Our pilgrim ancestors would be surprised, of course, at many things on this earth now, and one of those things would be our apple crop and what we do with it. They had apples, to be sure — most of the world has had apples, apparently, from Adam and Eve on down. But the early New Englanders didn't think much of them, except for cider-making. There were plenty of cider mills in those days.

But now apples are our staple fruit. We still use some of them for cider — but only some. They are much more important to us as just plain "eating apples", or "dessert apples", if you prefer the more dignified official expression which means the same thing. We also cook them in a score of ways, for any meal, and for any course in the meal. We dry them, can them, use them in jellies, marmalade, butters and preserves. There is no other fruit that serves so many purposes.

.  And apples do more than just please the taste, as the Bureau of Home Econonomics of the U. S. Department of Agriculture points out, though they do not work
such miracles as you may have heard. The saying that "An apple a day keeps the
doctor away" does not quite hold up under the searchlight of science. But apples
have an important place, largely because we use so many that their nutritive values
count up to a bigger total in certain respects than is furnished by some of the
less common and more expensive foods.

Apples furnish a mild roughage and they are "base-forming"; which is to say they help to offset the acid-forming foods we eat, such as bread and meat. They have some mineral and vitamin values, and we get the most of those values when we eat apples raw, skins and all. We count apples as a source of vitamin C, for example, because they are so commonly eaten raw. This vitamin is often lost in cooking.

The apple crop will be short this year, in New York and New England especially, where thousands and thousands of apple trees were killed or damaged by the cold last winter. Orchards in the Ozark region suffered from drought last summer, so there will be fewer apples there than last year. The Potomac-Cumberland-Shenandoah region has a lighter crop, along with Ohio and the rest of the Central States east of the Mississippi. The great apple country of the Northwest, on the other hand, in Washington and Oregon especially, and the nearer Mountain States,

have a crop equal to last year. But we may have to pay a little more now for the apples we buy. That we must be prepared for, says the Department of Agriculture, and at the same time remember that better prices are good for the apple grower, the apple seller, and in the long run for everybody else as well.

The varieties of apples grown in this country are almost more than you can count, and each has its own best uses. Even the apple expert, however, refuses to try to judge the quality of an apple by its looks alone. The gorgeous beauty that bakes to perfection, or one that makes a bright clear jelly, may be the poorest sort of an eating apple. The apple that is best for sauce or pie may not be good for taking or for jelly. Naturally the housewife doesn't want to waste her time, her apples, or her money making poor apple pie or trying to make jelly that will not jell. But how is she to choose?

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If you have your own apple trees, you can, of course, do your own experimenting and be sure which apples to use for which purpose. But if you are buying your apples, try to find out the kinds on your local market, and where they come from. There are some varieties, like the Jonathan, or the Winesap, or the Stayman, that are more or less standard, general-purpose apples wherever you find them. But most varieties are at their best in certain regions and when used in just the right way for them.

Let us see then what some of the State apple experts have found out, by experiment with their own apples. Take first the two biggest producing regions for comparison, namely New York and the Northwest (Washington and Oregon). The New York State College of Agriculture rates New York winter apples, the Oregon Agricultural College and Northwestern apple growers rate their own winter apple varieties, as follows:

# For eating apples

New York gives first place ("excellent") to the Spitzenburg apple, and then lists Jonathan, Northern Spy, McIntosh, Snow, and Yellow Newtown as "very good." Many others are "good."

The Northwesterners recommend as eating apples their Spitzenburgs, Delicious, Grimes Golden, Jonathan, McIntosh, Waganer, White Pearmain, Winesap, Yellow Bellflower and Yellow Newtown (which, by the way, we meet again in Virginia as the favorite Albemarle Pippin). All these are rated "excellent" eating apples, best, of course, in their own seasons.

### For baking

New York recommends especially its Tompkins King, Tolman Sweet, Rome Beauty, Northern Spy, also its Wolf River, McIntosh, and Twenty-Ounce.

In the Northwest, the apples recommended especially for "cooking" (they don't specify "baking") are the Ortley, Rome Beauty, Spitzenburg, Wagener, Yellow Bellflower and Yellow Newtown.

# For apple pie

New York says the Maiden Blush, Jonathan and Northern Spy are "excellent", Twenty-Ounce, McIntosh, Snow and Baldwin are "good" or "very good."



Oregon rates as excellent Northern Spy, Bottle Greening, Rambo, Beitigheimer, Maiden Blush, Ribston Pippin. Very good are McMahon, Gano, Wagener, Ontario, Arkansas, McIntosh, Jonathan, Western Beauty, Grimes, and half a dozen more.

# For apple sauce

New York favorites for apple sauce are Maiden Blush, Tompkins King, Jonathan; also Twenty-Ounce, McIntosh, Fall Pippin, Snow, Spitzenburg, and Northern Spy.

Oregon lists the Rambo, Tompkins King, Grimes Golden and Ortley as "excellent"; Northern Spy, Wagener, and Yellow Bellflower as "very good."
Missouri Pippin, Western Beauty, Twenty-Ounce, Melon,/Gano and Spitzenburg "good."

# For jelly

New York reports success with Rhode Island Greening, Spitzenburg, Baldwin, Tompkins King, Northern Spy, and Fall Pippin. From 5 pounds of each of these apples the yield ranged from 15 to 21 glasses of jelly, with three extractions of juice.

Oregon recommends as "excellent" for jelly making Scatt, Lawver, Twenty-Ounce, Maiden Blush, Melon. As "very good", Jonathan, Rome, White Winter Pearmain, Salome, Coos Bay Beauty, Northern Spy, Tompkins King. Various others are "good".

In the Potomac-Cumberland-Shenandoah apple region you will hear the praises of the Yellow Newtown (Albemarle Pippin), Grimes Golden and Stayman Winesap especially as eating apples, but they are used for cooking too. The Jonathan and Winesap also are excellent for both purposes, and with the Rome Beauty and Mammoth Black Twig, are considered especially good for baking. The York Imperial is counted a good cooking apple.

In the Middle and North Central West you hear again of the Jonathan, Grimes Golden and McIntosh as excellent eating apples; Rome Beauty for baking, the Arkansas or Black Twig, York Imperial for baking and for apple sauce. Wisconsin experiments suggest Grimes Golden both for sauce and for baking, Jonathan for baking, Northwestern Greening for pie and sauce, Salome for pie.

